

EASTER ANNOUNCEMENT AMERICAN-FRENCH PERFUME COMPANY GREETINGS:

A THOUSAND BOTTLES "TEARS OF FLOWERS" PERFUME WILL BE GIVEN AWAY ON 1ST MONDAY APRIL 6

Each grown person visiting the factory will get one of these bottles free. Be sure to call and see what "PARIS" has done. Look at this line-up of progressive and substantial Henry County citizens, who as directors of the American-French Perfume Company are rapidly pushing this institution into national prominence and commercial importance.

DIRECTORS---T. B. Walker, J. L. Stewart, J. P. Haynes, P. D. T. Roberts, Henry Boerner, Anst Alexander, H. L. Byars, O. C. Jackson, A. M. Steinberg, S. J. Cross, R. H. Compton, Others yet to come, and more than 100 other stockholders.

The American-French Perfume Company has stood the winter well. It is a *fact a definite living thriving institution*. It is growing stronger every day and is beginning to number its friends and supporters by the hundreds. Its first commercial salesmen have gone into the field and have met with marked encouragement at the hands of the mercantile institutions on which they have called. The number of orders they have secured in proportion to the number of merchants on whom they have called shows conclusively what a favorable commercial percentage of the trade will become handlers of this

The Biggest and Most Complete line of Toilet Preparations in Dixie

Messages of encouragement and congratulations on the strength of this line of preparations are coming in in unexpected numbers. It is not infrequently remarked by our biggest and most successful department store managers that the artistic designs and the other "par excellence" qualities entitles us to rank with the biggest and oldest concerns, either French, Bulgarian or American.

We also quote a letter from Mr. T. B. Walker briefly indicating the purpose and speaking of the present condition and past success of the Company as follows:

To the People of Henry and Adjoining Counties

There is not in the entire South an institution like the American-French Perfume Company and only about half dozen in the entire country, and after a business experience in Henry County covering almost half a century I shall round out and broaden my career by helping to make this a national institution and one that will help keep at home the money that has been earned here and bring other money here in profits for the upbuilding and development of our county. Keep southern money at home is the key note.

The company is well and ably officered. Its directors are successful business men well known to the most of you, who have for a long time resided in Paris. These directors are empowered by the by-laws of the Company to actually control its affairs and they have chosen the most capable and thorough specialists to manage each separate department always under their direction.

In announcing the progress of the company it is peculiarly gratifying to state that it has daily grown stronger and more prominent through its early stages and through fire. We now have more than a hundred of our best people, owners of this stock, and we are pleased and encouraged as never before. The company is not now an experiment, it is a success. I pledge to the small stockholder a consideration of his interests equal to my own and equal to the consideration to be given the largest stockholder. Yours very truly,

T. B. WALKER,
President

It is indeed gratifying to be able to show this evidence of confidence and that class of men as good as the best is loyal to and enthusiastic about the American French Perfume Co. and that that class of citizens is back of us that is always found ready to diligently and enthusiastically support the kind of institution that stands for progress, development and material community welfare.

Each member of the American-French Perfume Co. most sincerely and heartily wishes for every institution and every enterprise of this county the most unbounded and yet undreamed of success and prosperity. The newly created and we hope thoroughly unselfish heart of the American-French Perfume Co. sends out its greetings to every institution everywhere that is striving to serve the people in its activities and business conduct, and for the time being, and and for all time to come, it pledges to competitors and contemporaries a fair and square business deal on every occasion and all of the co-operation and reciprocity that can be conceivably consistent in the conduct of a modern progressive business institution. We realize that no institution can "live to itself alone" and that the progress of all institutions is better and more pronounced if they're conducted along frank, agreeable and reciprocal lines.

We are for Paris because it is perhaps the most widely and popularly known manufacturing city of its size in the entire United States. We are for Paris because practically speaking, all of Paris is for us, and to the institutions in Paris that have succeeded and helped to make the name of Paris great, we are duly and profoundly grateful and hope to help to pay to them all honor and debt that is due. To those institutions now gaining footholds and to those that are yet to come, we will gladly extend the hand of fellowship and assistance, realizing that the people we are serving have the right to all improvements that progress may bring and that we have no right to circumscribe about them barriers against their coming into their own. In order to hold our own and keep apace with the times we will attempt at all times to constantly improve our line, realizing that "eternal vigilance" is the price of continued success and that all individualities and enterprises are vulnerable to a greater originality and fertility. The past can furnish us many competent ideas as to the future, but the past cannot furnish as many competent ideas as the future.

You can not build high enough and strong enough to shut out the advancing stranger, educated by newer systems and equipped with newer tools and weapons. We expect to improve all of our systems and equip ourselves from time to time with newer tools and weapons.

For a limited time the citizens of this county will be offered an opportunity to secure a proprietary interest in this Company and we suggest that since "wise men never knowingly neglect to to investigate a proposition that offers a chance for profit" (Rothschilds). To those who have not already done so look well and clearly into the actual conditions of our affairs and consider fully the wisdom of becoming part owner of the American-French Perfume Co. The stock of this company promises to soon become one of the most paying investments in the entire country and is rapidly being purchased by wise and prudent investors who will lay it aside as a provision against old age and the proverbial rainy day.

The following letter from one of our most successful druggists will portray the reception with which our line is meeting at the hands of the retail trade.

To Whom it May Concern:

About one year ago Mr. A. M. Steinberg approached me with a perfume proposition for a stock company, and although he had only a little advertising bottle, and a very unique Toilet Water Bottle. These two were enough to interest me, and I gave him an extensive hearing. It took me only a very short time to see the merits of the proposition from a druggist's viewpoint as well as from the standpoint of an investment. It was entirely different from anything I had ever seen, and I at once decided that if it were possible for me to do so, Mr. Steinberg became very pessimistic over the outlook for establishing the business here, but I took one share, or rather subscribed for same, and carried him to a number of friends, with the result that they became subscribers.

This was the birth of the American-French Perfume Company. Since then, some of the most representative business and professional men in the county have become stockholders until the business is a living, promising reality. I have increased my subscription on two different occasions, and I would do the same thing if I had it to go over.

This line will be one of the most attractive and unique lines that ever went over the druggist's counter, and I speak from inside knowledge. The prices must appeal to the most conservative buyer, and the quality is par excellence, which of course will speak for itself. I am indeed glad that I persuaded Mr. Steinberg to stay and organize this company in Paris, which name by the way will mean much to us, i. e. "Paris."

Assuring you that we will use our best efforts to make your stock valuable, should you become a stockholder. I am,

Respectfully,
P. D. T. ROBERTS.